COMPETITIVE ANALYSIS ON

TOURISM WEBSITES

GROUP 43

MOHAMMAD KAIF   2021067

RAHUL AJITH   2021083

SHUBHAM SHARMA   2021099

HARSHIT RAJ   2021051

DAKSH BHASIN   2021035

INDRAPRASTHA INSTITUTE of
INFORMATION TECHNOLOGY DELHI

TOURISM WEBSITES

1. www.keralatourism.org

2. https://delhitourism.gov.in

3. https://tourism.nagaland.gov.in

keralatourism.org

DESCRIPTION OF WEBSITE

keralatourism.org is the official state website for tourism in Kerala. It provides a lot of information about the top destinations in Kerala and the top things to do in Kerala.

CONTENT
- Consists of pictures and videos of various destinations in Kerala.
- Top activities one can do in Kerala.
- E-Newsletter

KEY FEATURES
- The website has an In built tour planner
- E-Brochures

DESCRIBE THE WEBSITE

Easy to navigate, attractive, efficient and pleasant to use.
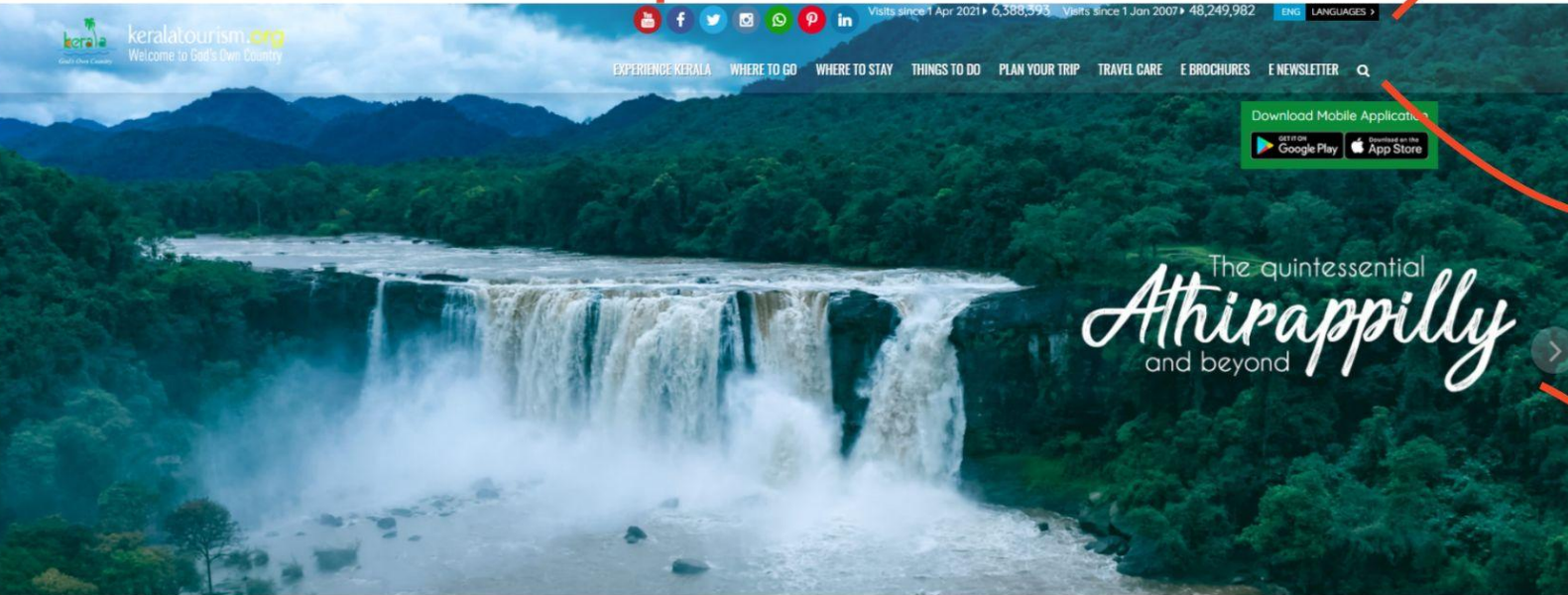
ANY OTHER OBSERVATIONS
- The website is visually appealing.

kerala
God's Own Country

keralatourism.org
Welcome to God's Own Country

LINKS TO ALL SOCIAL MEDIA HANDLES

LANGUAGE SUPPORT

SEARCH BAR FOR EASY NAVIGATION

PICTURE SLIDESHOW

keralatourism.org
Welcome to God's Own Country

Visits since 1 Apr 2021 ▶ 6,388,393   Visits since 1 Jan 2007 ▶ 48,249,982   ENG   LANGUAGES ›

EXPERIENCE KERALA   WHERE TO GO   WHERE TO STAY   THINGS TO DO   PLAN YOUR TRIP   TRAVEL CARE   E BROCHURES   E NEWSLETTER   🔍

Download Mobile Application
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The quintessential
Athirappilly
and beyond

KTM 2022
COCHIN · KERALA · INDIA
25 - 27 March

Register Now

KERALA
TRAVEL MART

keralatourism.org

VISUAL DESIGN
Pictures, Animations and Videos

CONTENT PRESENTATION
- **Pictures** are shown in various slideshows across the websites.
- The website has various **animations** on information cards which bring up information about the cards when the user hovers over the cards.
- The user has access to almost 3000 **video** clips showcasing various destinations in Kerala.
- The website also shows the user **360 degree videos** for a better experience

SEARCH
- There is a **dedicated search button** which brings up the search bar.

SOCIAL MEDIA
- keralatourism is active on various social media platforms including Youtube, Facebook, Twitter, Instagram, Pinterest and Linkedin

MEMBERSHIP
- The user can subscribe to the newsletter.

DOWNSIDES
- The WhatsApp link redirects the user to a video gallery, rather than linking a WhatsApp group.
- Lack of Feedback in certain UI elements.
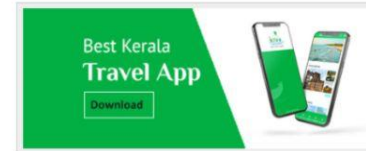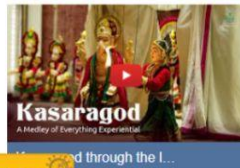
PERSONALIZED E-BROCHURES FOR DIFFERENT CITIES

SUBSCRIBE TO NEWSLETTER

VIDEOS FOR DIFFRENT PLACES TO VISIT

keralatourism.org
Welcome to God's Own Country

Visits since 1 Apr 2021 ▶ 6,388,393   Visits since 1 Jan 2007 ▶ 48,249,982   ENG LANGUAGES

EXPERIENCE KERALA   WHERE TO GO   WHERE TO STAY   THINGS TO DO   PLAN YOUR TRIP   TRAVEL CARE   E BROCHURES   E NEWSLETTER

Travel Desk | How to | What's New | Festivals | Media Room | Governmental Affairs | Subscribe

Latest Videos

Home / Video Gallery / Latest Videos

Watch the latest videos of Kerala published in Kerala Tourism's official YouTube (https://youtube.com/keralatourism).

Posadi Gumpe Hill
Posadi Gumpe

Ayurveda
Ayurveda, the Art of We...

Kovala
Kovalam - Here Life's a...

EXPERIENCE KERALA ARTS & CRAFTS VILLAGE
Kerala Arts & Crafts Vi...

Solo Traveller @ Malappuram
Malappuram through the...

Solo Traveller @ Palakkad
Palakkad through the le...

Kasaragod
A Medley of Everything Experiential
Kasaragod through the I...

Solo Traveller @ Vagamon
Vagamon through the len...

Solo Traveller @ Alappuzha
Alappuzha through the I...

COVID-19

Yathri Nivas
BOOK ONLINE

Best Kerala Travel App
Download

PERIYAR PARAMBIKULAM Munnar
ARALAM Silent Valley
Download
E-Brochures

YOGA FOR HEALTH

delhitourism.gov.in

DESCRIPTION OF WEBSITE
delhitourism.gov.in is the official tourism website of Delhi Government. It provides a lot of information about Heritages, Museums and many other places to visit in Delhi.

CONTENT
- Detailed information about places to visit.
- Pictures reflecting the beauty of Delhi.

KEY FEATURES
- e-Booking Facility
- Information about tourist attractions
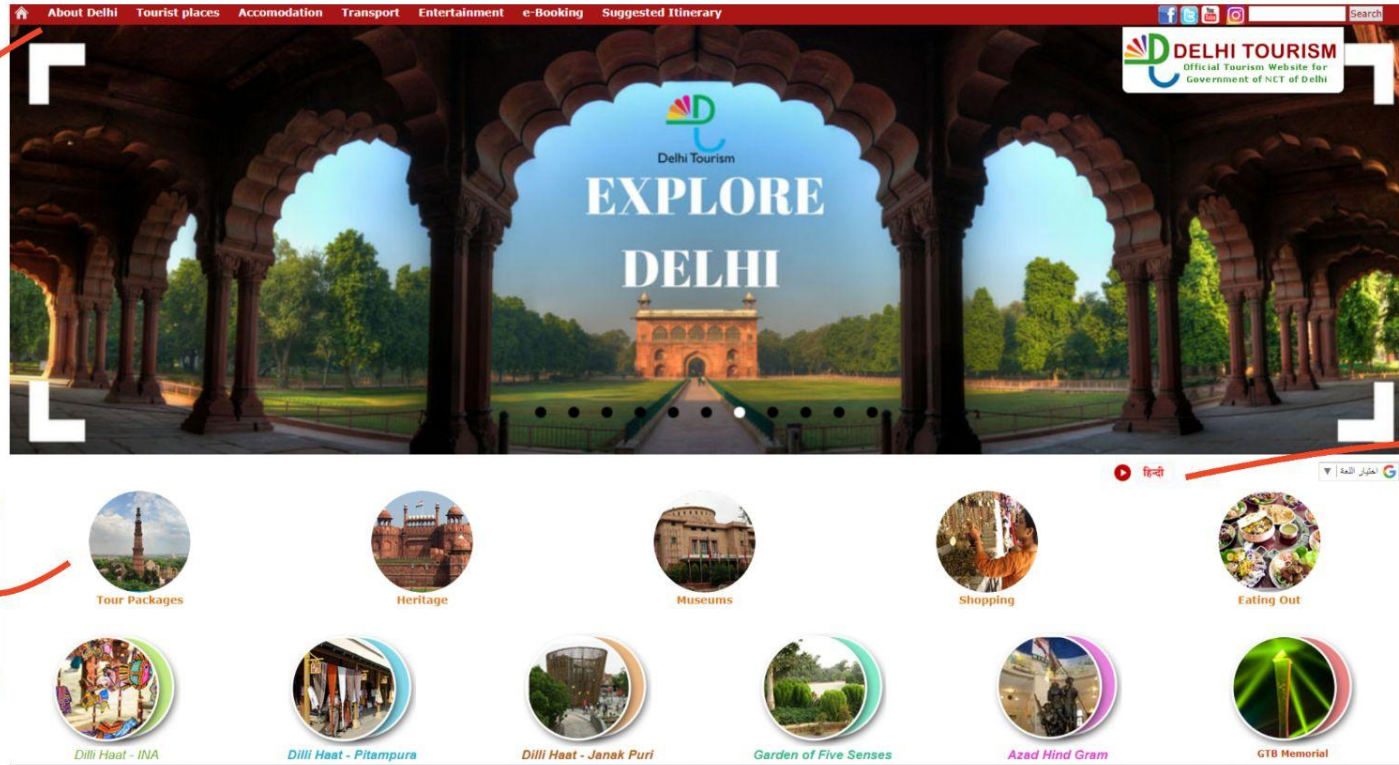- Information about transportation facilities

DESCRIBE THE WEBSITE
Helpful, Simple UI, Colourful, Easily accessible

ANY OTHER OBSERVATIONS
This website will take you through a guided tour of Delhi as it explores the wonders of this city be it its heritage, the art and crafts, the diverse cuisine or the culture.

DELHI TOURISM
Official Tourism Website for Government of NCT of Delhi

MENU FOR USERS TO NAVIGATE EASILY

LANGUAGE SUPPORT

THIS SECTION CONTAINS INFORMATION ABOUT TOUR PACKAGES OR SITES THE USER MAY WANT TO VISIT

About Delhi   Tourist places   Accomodation   Transport   Entertainment   e-Booking   Suggested Itinerary

Search

DELHI TOURISM
Official Tourism Website for Government of NCT of Delhi

Delhi Tourism

EXPLORE DELHI

हिन्दी

Tour Packages   Heritage   Museums   Shopping   Eating Out

Dilli Haat - INA   Dilli Haat - Pitampura   Dilli Haat - Janak Puri   Garden of Five Senses   Azad Hind Gram   GTB Memorial

delhitourism.gov.in

VISUAL DESIGN
Pictures, Videos, Texts

CONTENT PRESENTATION
Content is nicely presented on the website.There are lot of images on website. Also there are some Travel tools and Travel Tips also provided on website for the ease of user.

SEARCH
There is a search bar provided at the top right corner of the website.
But it will always return an empty result.

SOCIAL MEDIA
On the Website there is link of major social media platforms like facebook, Twitter, YouTube. From there user will be able to get regular updates.

MEMBERSHIP
There is no option for subscribe to their newsletter

DOWNSIDES
- No link available for YouTube, instead of link there is only the image of YouTube logo.
- Changing the language will disable a few options in the website

DELHI TOURISM
Official Tourism Website for
Government of NCT of Delhi

About Delhi Tourist places Accomodation Transport Entertainment e-Booking Suggested Itinerary

Home - Tourist Places - Red Fort

A⁺ a⁻
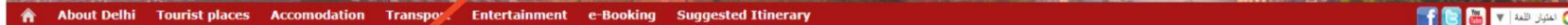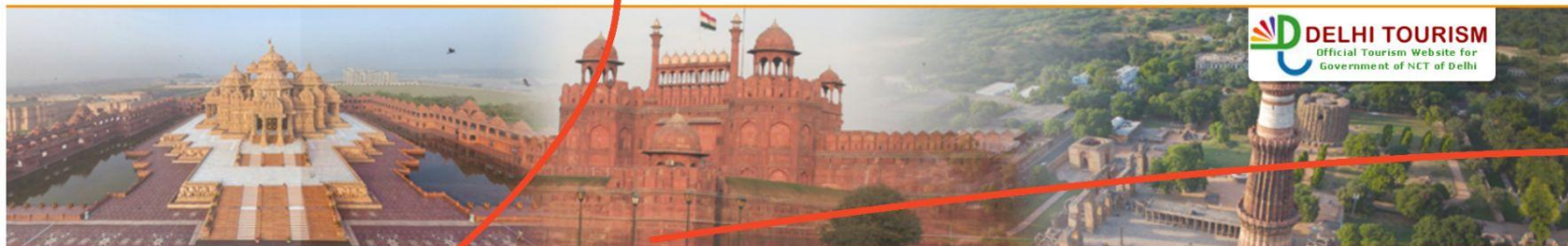
Tourist Places

- Akshardham Temple
- Azad Hind Gram
- Lotus Temple
- Birla Mandir
- Dilli Haat
- Dilli Haat INA
- Dilli Haat Pitampura
- Dilli Haat Janakpuri
- Garden of Five Senses
- Humayun's Tomb
- India Gate
- Iskcon Temple
- Jama Masjid
- Jantar Mantar
- Lodi Tomb
- Kalam Memorial
- Parliament House
- Purana Quila
- Qutab Minar

Red Fort

The **Red sandstone walls** of the massive **Red Fort** (Lal Qila) rise 33-m above the clamour of Old Delhi as a reminder of the magnificent power and pomp of the Mughal emperors. The walls, **built in 1638**, were designed to keep out invaders, now they mainly keep out the noise and confusion of the city.

The main gate, **Lahore Gate**, is one of the emotional and symbolic focal points of the modern Indian nation and attracts a major crowd on each **Independence Day**.

The vaulted arcade of Chatta Chowk, a bazaar selling tourist trinkets, leads into the huge fort compound. Inside is a veritable treasure trove of buildings, including the **Drum House**, the **Hall of Public Audiences**, the **white marble Hall of Private Audiences**, the Pearl Mosque, **Royal Baths** and **Palace of Color**.

An evening sound and light show re-creates events in India's history connected with the fort.

For ASI Monuments online ticket bookings please Press Here

Light & Sound Show

Location: Netaji Subhash Marg
Metro Station: Chandni Chowk
Open: Tue-Sun; Mondays closed
Timings: Sunrise to Sunset
Entry Fee: ₹ 90 (Indians), ₹ 950 (foreigners)
Photography: Nil (₹25 for video filming)
Sound & Light Shows: 6pm onwards in English and Hindi
Ticket: ₹80 (adults), ₹30 (children)
"Disable friendly"

tourism.nagaland.gov.in

DESCRIPTION OF WEBSITE
- **tourism.nagaland.gov.in** is the website for tourism in the state of Nagaland.
- The website provides an insight into the plethora of available
- activities and places one can explore during their stay in Nagaland.

CONTENT
- Captivating pictures and videos that provide a quick glimpse of the festivals, cuisine and culture of Nagaland.
- A blog that provides a detailed description of a tourist's visit to certain featured tourist spots.

KEY FEATURES
- Accessibility features which allows the user to change the colour and text of the website as per his/her convenience.
- Contact details of government approved tour guides and hotels/homestays.

DESCRIBE THE WEBSITE
- Minimalistic design
- Easy to Navigate
- Informative

LIST OF ACCOMODATIONS WITH COMPLETE INFO

UPDATED LIST OF OPERATORS TO HELP WITH YOUR TRIP

ACCESSIBILITY TOOLS

Nagaland TOURISM

📞 **+91 370 2243124**
ILP queries - 8837222758

🗺 **Opp: Indoor Stadium, Raj Bhavan Road,**
Kohima -797001, Nagaland

🕐 **Office Hours**
9:00 am – 4:00 pm

Home   About   Accommodation   Travel Operators   Destinations   News   Contact us

🔍 Type and press

Accessibility Tools

🔍 Increase Text
🔍 Decrease Text
▮▮ Grayscale
◑ High Contrast
👁 Negative Contrast
💡 Light Background
🔗 Links Underline
A Readable Font
↺ Reset

WINNERS OF PHOTOGRAPHY CONTEST 2022

tourism.nagaland.gov.in

VISUAL DESIGN
Images, text and videos

CONTENT PRESENTATION
- The content is presented in the form of brief text written alongside images.
- The homepage features tabs at the top which upon clicking provide information relevant to the name of the tab.
- Moreover, upon scrolling down the homepage, the website also contains a video section where the **videos** are arranged in the form of small tiles and play upon clicking.

SEARCH
The website contains a search bar that produces accurate results according to the text fed into it.

SOCIAL MEDIA
The tourism website has active links to major social media websites such as facebook, instagram and twitter where the content is regularly updated.

MEMBERSHIP
No membership available.

DOWNSIDES
The website does not feature an option to change the language. The user doesn't have the option to subscribe to their blog.
Some of the information provided in the travel operator section is incorrect.

S.No.	CRITERIA	keralatourism.org	delhitourism.gov.in	tourism.nagaland.gov.in
1.	VISUAL DESIGN	Excellent	Poor	Fair
2.	MOBILE APPLICATION	Present	Present	Does Not Exist
3.	SOCIAL MEDIA	Present	Present	Present
4.	SUBSCRIPTIONS	Present	Does Not Exist	Does Not Exist
5.	FEEDBACK	Fair	Poor	Good
6.	SEARCH	Present	Does Not Work	Present
7.	LOCATION MAPS	Present	Does Not Exist	Present
8.	E-BROCHURES	Present	Present	Does Not Exist
9.	LANGUAGE SUPPORT	Present	Present	Does Not Exist
10.	INTERACTIVE VIDEOS	Present	Does Not Exist	Does Not Exist
11.	TOUR COST ESTIMATION	Present	Present	Does Not Exist

TOP 6 INTERESTING FINDINGS

3 POSITIVE ASPECTS	3 NEGATIVE ASPECTS
The Inbuilt Tour Planner is a useful feature for the user to make itineraries on the go as seen in the Kerala Tourism website	Tourism Websites not having a newsletter the user can subscribe to prevents them from being updated about the latest offers and packages as seen in the Delhi and Nagaland Tourism websites
Information about transportation facilities is useful for the users to ease the process of planning a trip as seen in the Delhi and Kerala Tourism Websites	Websites not maintaining or having social media platforms prevents them from connecting to the user base and reduces the reach of the website; as seen in the Delhi Tourism Website
The ability to change languages is a great way to interact with a more diverse group of users, as seen in the Kerala and Delhi Tourism Websites	Websites missing the search feature or having a faulty one prevents the users from searching specific information about destinations, transport info etc. as seen in the Delhi Tourism Website

THANK YOU

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